

To: Gina Cerasani[cerasani.gina@epa.gov]
From: Dalton, Deborah
Sent: Mon 8/17/2015 10:04:06 PM
Subject: TO 4

Pam Avery is one of our subcontractors. She trains EPA Superfund folks in public speaking, answering reporters questions, social media use. I've suggested that SRA consider whether there is some role in reviewing call center scripts and phone trees, and in drafting up points for the public information officers in the Regions who will have to do press releases and answer questions.

There are a couple of other subcontractors who may have useful expertise:

Pacific Market Research – who usually does phone survey work, but who may have expertise in call center administration.

Salter Mitchell – our social media firm who does work for the Water Office on Urban Waters and Sourcewater Pollution. Experts in messaging and making sure that messages match audiences' needs.

Sounds like SRA may keep most of the actual technology in house – they actually staff the Emergency Ops Center (EOC) and provide emergency staffing to FEMA and Corps of Engineers on other contracts.

From: Apostolico, Mary [mailto:Mary_Apostolico@sra.com]
Sent: Monday, August 17, 2015 5:16 PM
To: Dalton, Deborah
Subject: FW: Animas River Spill

Deb

FYI...

From: Pam Avery [mailto:[Personal Email/Ex. 6](#)]
Sent: Saturday, August 15, 2015 8:36 PM
To: Apostolico, Mary
Subject: RE: Animas River Spill

Good to touch base with you this evening, Mary. Here's that Denver Post article I mentioned (print is now broadcast, too, so check out the video as well.) It underscores the culture in Silverton and along the Animas River and the larger issue with mines in Colorado. The situation described in this article is not unlike the infamous Leadville, Colo., Superfund site, which the residents there fought tooth and nail. As mentioned, I know this area and the culture that pervades their distrust of the EPA. I also know rural Colorado, having been the founding deputy director of the Governor's Office of Rural Health (that's where I met Marshall!) and traveled extensively throughout rural Colorado as a news reporter. Happy to help in any way, big or small. 'Hope you get to have a breather from it all, though. Pam

http://www.denverpost.com/news/ci_28644587/spill-makes-silverton-even-warier-epa